IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

- 1. (Currently Amended) A method for modifying printing based upon direct on-1 the-fly media characteristic parameters, comprising: 2 on-the-fly directly measuring at least one physical characteristic parameter of the 3 print media; and 4 5 in real-time performing a print modification to a print device for printing on the measured print media in response to the at least one on-the-fly directly measured physical 6 characteristic parameter of the print media; and 7 8 hot rolling the media before printing, wherein the hot rolling is implemented prior to the application of a coating to lower the moisture content of the media, the lowering of the Q moisture content improving coating coverage and adhesion. 10
- 1 2. (Original) The method of claim 1 wherein the on-the-fly directly
 2 measuring comprises scanning the media with a scanner.
- 1 3. (Original) The method of claim 2 wherein the scanner is a CCD camera.
- 1 4. (Original) The method of claim 2 wherein the scanner is used to
 2 determine whether toner is properly adhering to the media.
- 2 determine whether toner is property adhering to the media.
- (Original) The method of claim 4 wherein the scanner is a CCD camera.

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(Original)

Reply to Office Action Dated July 3, 2006 1 6. (Previously Presented) The method of claim 1 further comprising applying a surface coating on the media before printing. 7. (Original) The method of claim 6 wherein the surface coating is applied 1 2 to only one side of the media. 8. (Original) The method of claim 6 wherein the surface coating is applied 1 to both sides of the media. 2 1 9. (Canceled) 10. (Currently Amended) The method of claim [[9]] 1 wherein the hot rolling 1 2 comprises flattening rough fibers and drying the media. 11. (Currently Amended) The method of claim [[9]] 1 wherein the hot rolling is 1 implemented after the application of a coating to cure the coating. 2 1 12. (Canceled) 1 13. (Original) The method of claim 1 wherein the on-the-fly directly measuring further comprises measuring a quality of print for the media. 2 14. (Original) The method of claim 13 wherein the quality of print comprises 1 print marking adhesion. 2

The method of claim 14 wherein the print marking is toner.

- 1 16. (Original) The method of claim 13 wherein measuring comprises 2 detecting the quality of print using at least one scanner. 17. (Original) The method of claim 16 wherein the scanner is a CCD camera. 1 1 18. (Original) The method of claim 14 further comprising applying a coating to promote adhesion when the print marking adhesion is poor. 2 1 19. (Previously Presented) The method of claim 1 wherein the performing a print modification further comprises adjusting halftone screens for measured media surface 2 and absorption characteristics. 1 20. (Original) The method of claim 19 wherein the halftone screens are
- 1 20. (Original) The method of claim 19 wherein the halftone screens are
 2 adjusted for spatially varying dot gain.
- 1 21. (Original) The method of claim 19 wherein the halftone screens are
 2 adjusted for excessive dot gain.
- 1 22. (Original) The method of claim 19 wherein the halftone screens are
 2 adjusted to prevent bleed through for thin media.
- 1 23. (Previously Presented) The method of claim 1 wherein the measuring
 2 comprises detecting print quality and the performing a print modification further comprises
 3 adjusting toner concentration when the print quality is poor.

- 1 24. (Previously Presented) The method of claim 1 wherein the measuring
- 2 further comprises measuring mottle effects in the printed media.
- 1 25. (Original) The method of claim 24 wherein a scanning element is used to
- 2 detect the mottle effects.
- 1 26. (Original) The method of claim 25 wherein the scanner comprises an
- 2 array of scanning elements placed early in the media path.
- 1 27. (Original) The method of claim 26 wherein the array is a one dimensional
- 2 array.
- 1 28. (Original) The method of claim 26 wherein the array is a two dimensional
- 2 array.
- 1 29. (Original) The method of claim 1 wherein the measuring further
- 2 comprises illuminating the media from behind using a bottom light source and collecting a
- 3 resulting transmitted image using scanning elements.
- 1 30. (Original) The method of claim 1 wherein the measuring further
- 2 comprises reflecting light off of the media using a top light source.

- Original) The method of claim 1 wherein the measuring further
- 2 comprises illuminating the media from behind using a bottom light source and collecting a
- 3 resulting transmitted image using scanning elements and reflecting light off of the media
- 4 using a top light source.
- 1 32. (Previously Presented) The method of claim 1 wherein the performing a
- 2 print modification comprises adjusting a print algorithm.
- 1 33. (Original) The method of claim 32 where the print algorithm is adjusted
- 2 to compensate for mottle in the media.
- 34. (Original) The method of claim 32 wherein the detection of mottle in the
- 2 media drives a local coating system for selectively applying a coating on the media.
- 1 35. (Original) The method of claim 1 wherein the print device is a printer.
- 1 36. (Original) The method of claim 1 wherein the print device is a digital
- 2 copier.

(Currently Amended) A print device, comprising:

2 a marker system for rendering a page layout on a medium; and

3 a processing system, coupled to the marker system, the processing system directly

4 measuring on-the-fly at least one physical characteristic parameter of the print media and in

5 real-time performing a print modification to the print device for printing on the measured

6 print media in response to the at least one on-the-fly directly measured physical characteristic

7 parameter of the print media; and

hot rollers, the processor using the hot rollers to hot roll the media before printing,

9 wherein the hot rollers are used for hot rolling prior to the application of a coating to lower

10 the moisture content of the media, the lowering of the moisture content improving coating

11 coverage and adhesion.

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- 1 38. (Original) The print device of claim 37 wherein at least one scanner
- 2 provides measurements of the at least one print media characteristic parameter.
- 1 39. (Original) The print device of claim 38 wherein the scanner is used to
- 2 determine whether toner is properly adhering to the media.
- 1 40. (Previously Presented) The print device of claim 37 further comprising
- 2 a coating applicator coupled to the processor, the processor using the coating application to
- 3 apply a surface coating on the media before printing.
- 1 41. (Original) The print device of claim 40 wherein the coating applicator
- 2 applies a coating to only one side of the media.

applies a coating to both sides of the media.

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1	43.	(Canceled)
1	44.	(Currently Amended) The print device of claim [[43]] 37 wherein the hot
2	rollers flatten	rough fibers and dry the media.
1	45.	(Currently Amended) The print device of claim [[43]] 37 wherein the hot
2	rollers are use	ed for hot rolling the media after the application of a coating to cure the coating.
1	46.	(Canceled)
1	47.	(Original) The print device of claim 43 further comprising at least one
2	scanner for m	easuring a quality of print for the media.
1	48.	(Original) The print device of claim 47 wherein the quality of print
2	comprises pri	nt marking adhesion.
1	49.	(Original) The print device of claim 48 wherein the print marking is toner.
1	50.	(Previously Presented) The print device of claim 47 further comprising
2	a coating applicator, the processor using the coating applicator to apply a coating to promote	
3	adhesion when the print marking adhesion is poor.	

The print device of claim 40 wherein the coating applicator

- 1 51. (Original) The print device of claim 37 wherein the marker adjusts
 2 halftone screens for media surface and absorption characteristics.

 1 52. (Original) The print device of claim 37 wherein the marker adjusts
 2 halftone screens for spatially varying dot gain.
- 1 53. (Original) The print device of claim 37 wherein the marker adjusts
 2 halftone screens for excessive dot gain.
- 1 54. (Original) The print device of claim 37 wherein the marker adjusts 2 halftone screens to prevent bleed through for thin media.
- 1 55. (Previously Presented) The print device of claim 37 further comprising
 2 at least one scanner for detecting a print quality, wherein, the processor adjusts a toner
 3 concentration when the print quality is poor.
- 1 56. (Original) The print device of claim 37 further comprising a scanner to detect mottle effects.
- 1 57. (Original) The print device of claim 56 wherein the scanner comprises an
 2 array of scanning elements placed early in the media path.
- 1 58. (Original) The print device of claim 57 wherein the array is a one
 2 dimensional array.

- 1 59. (Original) The print device of claim 57 wherein the array is a two
 2 dimensional array.
- 1 60. (Original) The print device of claim 37 further comprising a bottom light
 2 source for illuminating the media from behind and a scanner for collecting a resulting
 3 transmitted image.
- 1 61. (Original) The print device of claim 37 further comprises a top light
 2 source for reflecting light off of the media.
- 1 62. (Original) The print device of claim 37 further comprising a bottom light
 2 source for illuminating the media from behind and scanner for collecting a resulting
 3 transmitted image and a top light source for reflecting light off of the media.
- 1 63. (Original) The print device of claim 37 wherein scanner provides the
 2 processor a control signal to adjust a print quality measurement algorithm.
- 1 64. (Original) The print device of claim 63 where the print algorithm is 2 adjusted to compensate for mottle in the media.
- 1 65. (Original) The print device of claim 63 wherein the processor upon
 2 receiving a signal indicating mottle in the media drives a local coating system for selectively
 3 applying a coating on the media.

- 1 66. (Original) The print device of claim 37 wherein the print device is a
- 2 printer.
- 1 67. (Original) The print device of claim 37 wherein the print device is a
- 2 digital copier.
- 1 68. (Canceled)